

Message Text

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PAGE 01 ZAGREB 00585 061633Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 PASS-00 /020 W

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R 061431Z JUL 77

FM AMCONSUL ZAGREB

TO SECSTATE WASHDC 4582

UNCLAS ZAGREB 585

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJECT: ZAGREB FALL FAIR

TO: MR. BRANCO JERCINOVIC
OCULUS CONTACT LENS COMPANY
5 NORTH WABASH AVENUE
CHICAGO, ILLINOIS

TELEPHONE: 312-726-3315

1. RECALLING OUR CONVERSATION AT U.S.-YUGOSLAV ECONOMIC COUNCIL MEETING IN SVETI STEFAN, I WANTED TO CONTACT YOU REGARDING POSSIBLE PARTICIPATION BY OCULUS IN U.S. EXHIBITION AT ZAGREB FALL FAIR. WE ARE NEARING DEADLINE FOR ACCEPTING EXHIBITORS IN OUR PAVILION, AND WE WOULD BE VERY PLEASED IF OCULUS TOOK ONE OF REMAINING SPACES.

2. I BELIEVE YOU HAVE COPY OF BROCHURE WHICH DESCRIBES OUR EXHIBITION, BUT LET ME REVIEW BRIEFLY OUR PLANS. THE U.S. GOVERNMENT HAS LEASED ENTIRE GROUND FLOOR AND PORTION OF MEZZANINE IN PAVILION 32, TOTALING ABOUT 800 SQUARE METERS. THREE ELEMENT EXHIBITION WILL BE MOUNTED INCLUDING U.S. INFORMATION AGENCY CORE EXHIBIT ENTITLED "200 YEARS OF AMERICAN INDUSTRY" AND U.S. DEPARTMENT OF COMMERCE "HOUSEWARES UNIVERSAL SHOWCASE" WHICH WILL INTRODUCE PRODUCTS OF 40 MANUFACTURERS. IN ADDITION, SUFFICIENT SPACE ALLOCATED TO ACCOMMODATE BOOTHS OF 10-12

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AMERICAN COMPANIES OR THEIR YUGOSLAV AGENTS FOR DISPLAY AND SALES PROMOTION OF AMERICAN PRODUCTS AND SERVICES.

3. WE ARE OFFERING STANDARD BOOTH (2-1/2 BY 4 METERS) FOR DOLS 1,600. THIS INCLUDES SPACE CHARGE, DESIGN SERVICES, INSTALLATION OF SHELL DISPLAY UNIT WITH PANELS AND SHELVES, ELECTRICITY AND LIGHTING, AND USE OF COMMON EXHIBITORS LOUNGE

AREA WITH HOSPITALITY FACILITIES. OPTIONAL AT EXTRA COST TO EXHIBITOR ARE BOOTH ATTENDANT/INTERPRETER, INDIVIDUAL TELEPHONE OR TELEX HOOKUPS, INTERNAL BOOTH OFFICE, AND OTHER UTILITY CONNECTIONS.

4. EXHIBITOR IS ASKED TO ARRANGE FOR DELIVERY OF EQUIPMENT OR DISPLAY MATERIAL TO FAIR SITE, UNPACKING AND MOUNTING, PROVIDING QUALIFIED ATTENDANT, AND REMOVAL OF EQUIPMENT AT CLOSE OF FAIR.

5. IN VIEW OF YOUR JOINT VENTURE HERE AND GOOD PROSPECTS FOR CONTACT LENS SALES, WE THINK IT MOST APPROPRIATE FOR OCULUS TO BE AT ZAGREB FAIR AND WE WOULD WELCOME YOUR PARTICIPATION. IF YOU WISH, WE CAN GIVE YOU A NO-OBLIGATION OPTION ON ONE BOOTH THROUGH JULY 31. IF THIS IS OF INTEREST TO YOU OR IF YOU HAVE ANY QUESTIONS ON U.S. EXHIBITION, PLEASE CONTACT ME BY RETURN TELEX NUMBER 21180.

REGARDS,
KURT F. GROSS
AMERICAN CONSULATE GENERAL
ZAGREB, YUGOSLAVIA. KAISER

NOTE BY OCT: PASSED ABOVE ADDRESSEE.

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Subject: ZAGREB FALL FAIR TO: MR. BRANCO JERCINOVIC OCULUS CONTACT LENS COMPANY
TAGS: BEXP, YO
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